

Hello again Folks,

Well, this is more like it!

Here is our 2nd RFTOP of 2002.

Please address all questions and comments to Mr. Best (the P.O.C.) and note the precise delivery instructions for proposals.

Thanks,

AMR

**PUBLIC INFORMATION AND COMMUNICATION SERVICES (PICS)  
NIH<sub>BB</sub>TASK ORDER**

**RFTOP# 47 TITLE: NHLBI Web Site Usability Testing and Redesign**

**PART I<sub>BB</sub> REQUEST FOR TASK ORDER (TO) PROPOSALS**

A. Point of Contact Name: Robert Best

Phone: (301) 435-0330 Fax: (301) 480-3338

Proposal Address: Billing Address:

6701 Rockledge Dr Room 6100 Accounts Payable, OFM, NIH

Bethesda MD 20892-7902 Bldg. 31, Room B1B39

Bethesda MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: Eight months from the date of award. The target award date is June 04, 2002.

C. PRICING METHOD: Firm Fixed Price. Firms shall submit a single price for the successful execution of this task. Firms may choose to submit an included number of hours but these hours should be sufficient to complete the task with reasonable contingencies.

D. PROPOSAL INSTRUCTIONS: Written proposals shall be prepared in electronic format such as WordPerfect, MSWord, ASCII text, Excel, or Lotus 1-2-3. A zip file which can be decompressed with Winzip will be acceptable, especially if CGI problems disrupt multiple attachments. The proposal shall be delivered via e-mail to the contracting officer's representative, Shari Spencer ([ss91o@nih.gov](mailto:ss91o@nih.gov)). The offeror shall have a senior company official identified by name and telephone number as well as e-mail address in the cover e-mail message to be standing by on the proposal due date in case of file transmission or legibility problems. In the event of network downtime at the recipient's facility or other obstacle to electronic transmission, the offeror shall be prepared to fax or hand deliver a complete printout of the cover e-mail transmission and all required portions of the proposal, to be followed up by electronic copies on diskette within the next working day. The e-mail date signature affixed by the sender's client shall be used to determine timely proposal submission. Evidence of the offeror's commitment shall also be provided to the contracting officer in hard copy by signature or by other clearly binding evidence such as electronic signature, clearly referencing the Task Order Proposal submitted in response to this announcement.

The contracting officer's representative will acknowledge receipt of the e-mail proposal by reply e-mail message. Within a reasonable time thereafter (one hour maximum) the contracting officer's representative will advise the offeror of any observed difficulties opening, reading, or saving to media the contractor's electronic proposal files, and the offeror shall be permitted to use alternate means of delivery within the following four business hours.

The offeror shall phone the contracting officer at 301-435-0330 to advise of electronic

submission of the proposal if timely receipt has not been acknowledged within a reasonable time following transmission (to be determined by the offeror).

Please enter the following text in the subject line, AARFTOP# 47 -- Proposal.@@ A signed task order form (last page of the RFTOP) will be requested later. NHLBI envisions that the technical portion of proposals will be about 25 pages in length with no more than 100 pages of attachments.

E. RESPONSE DUE DATE: Wednesday, February 20, 2002 at 4:00PM local time.

F. TASK DESCRIPTION: See attached Statement of Work.

G. EVALUATION FACTORS: See attached Statement of Work.

Attachments:

ap-rfc.pdf, Acquisition Plan/Request for Contract dated January 07, 2002

NHLBI-SOW\_final.wpd, Statement of Work

IGCE\_NHLBI.xls, Independent Government Cost Estimate

RFTOP# 47 TITLE: NHLBI Web Site Usability Testing and Redesign

PART IIBBCONTRACTOR'S REPLY: CONTRACT #263-01-D-0\_\_\_\_\_

### **Task Order # NICS- 47**

Contractor:

Points of Contact:

Phone: Fax:

Address:

TOTAL ESTIMATED COST: Pricing Method: FFP

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:

\_\_\_\_\_  
Signature Date

=====

### **SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS AND HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE:

Billing Reference #

\_\_\_\_\_  
Appropriations Data:

\_\_\_\_\_  
(ATTACH OBLIGATING DOCUMENT IF A ROC WILL NOT BE USED)

RECOMMENDED:

\_\_\_\_\_  
FAX # SignatureBBProject Officer Date

APPROVED:

\_\_\_\_\_

FAX # SignatureBBContracting Officer Date

---

**NIH APPROVAL--**

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR  
ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE  
CONTRACTING OFFICER AND ICS COORDINATOR

APPROVED:

---

SignatureBBAnthony M. Revenis, J.D., NIH PICS Coordinator Date

Attachments:

## **NHLBI Web Site Usability Testing and Redesign**

### **STATEMENT OF WORK**

#### **National Heart, Lung, and Blood Institute**

**1. Task Order Title:** NHLBI Web Site Usability Testing and Redesign

**2. Background:**

The NHLBI Web site was first developed as a Gopher site in 1994. Between 1995 and 1996, the site was redesigned. It was converted from a text-only site to a graphical Web site, but it still retained the basic Gopher architecture.

In 1996, the site was redesigned to allow the full capabilities of the Web to be exploited. Hyperlinks were added that allowed visitors to find documents using multiple pathways, other links were added to allow easy navigation between sections, and many more graphics were added.

In 1999, the site was again redesigned and the architecture restructured to fit the content and to allow for expected growth.

However, in the past two years, the site has experienced more growth than was anticipated. The number of standard Web pages (HTML) grew from 4372 files to 5398 files, and the number of Adobe PDF files (which are better for downloading and reading off-line) grew from 419 to 1172. In addition, more than a dozen specialty sites and Web applications were added that were not anticipated when the site was last designed.

All of the previous redesign efforts relied upon the expertise of the Institute staff, and were based on feedback obtained from staff, as well as e-mail from visitors. The NHLBI staff that supports the Web site and the Web Redesign Group recognize the importance of introducing a more rational and objective approach to the next redesign process. To achieve this, tools to evaluate a new design and to measure visitor performance must be employed at the beginning of the design process. Such measurements will enable the staff to determine whether a new site design will allow visitors to find information more easily.

### **3. Objectives: Analyze the Current Site for Usability and Design a New Site**

#### **Goal: Creation of a new site that is:**

- \$ Easier to use (and provide measurements that support this claim),
- \$ Easy to update (expandable home page and menu pages, reducing dependency on catch-all categories like Highlights), and
- \$ Pleasant to look at.

This process shall include, but not be limited to, the following steps:

- \$ Identify the audience, and determine what they want and how they try to find it.
- \$ Find flaws in current site and structure
- \$ Propose and test modifications, or propose a new architecture, as appropriate
- \$ Design and test new graphics, including navigation icons
- \$ Create new Web site
- \$ Develop guidelines for new sub-sites and templates for additional menu pages

Whenever possible the contractor shall use approaches that have been shown in previous research to improve performance.

The process will involve studies to evaluate the current site, to obtain basic information on the user populations, and to measure visitor performance to establish a baseline. These data will be used to determine the extent to which the current organization of the Web site (the site architecture) is appropriate and adequate, and to establish the baseline performance data that will be used to measure performance with the new site design.

The architecture of the site will also be analyzed to determine the extent to which the structure makes sense to our users and helps them find information. Other ways of categorizing the information that will render information more accessible to our users will be explored.

All new graphical elements developed as part of the site redesign will also be subjected to usability testing.

### **4. Scope:**

The purpose of this contract is to provide usability testing, graphic design, and Web site modification for the NHLBI Internet Web site. The contractor shall provide support to the Institute in the following Information and Communication Services (ICS) Service Areas for Task Order Contracts:

1. Service Category 15: Web Site Usability Testing
3. Service Category 9: Graphic Design
2. Service Category 14: Web Design, Development and Management

#### 4 Service Category 5: Outreach/promotion

In addition to the usability testing and redesign of the NHLBI home page and menu pages, the contractor will develop graphic designs for a number of sub-sites (a list is contained in Part 5.2.2), retaining the graphic uniqueness of the sub-sites, while integrating the new design elements.

### 5. Specific Tasks

The NHLBI wishes to procure Web site services (including usability testing, graphic design, and Web site modification) through NIH=s Task Order Contracts.

#### 5.1 Web Site Usability Testing (Service Category 15)

The contractor shall provide usability testing services as follows:

##### 5.1. Subtask 1CInitial Data Gathering

###### a. User Profile and Information Needs

The contractor shall design and develop a visitor survey to determine demographics of the visitor population.

In addition, the contractor shall use the survey and other methods, if appropriate, to determine the information needs of the visitors to the site.

Demographic data might include the following:

- \$ age in ranges, ex. 20-30
- \$ education level, sex,
- \$ health care professionals or general population,
- \$ are you a patient or visiting for a patient,
- \$ first visit or how often do you visit?
- \$ did you find what you needed?

**[NOTE TO OFFERORS:** Please propose specific demographic data to be collected. Also, please propose the types of information needs that would be useful in your analyses, and how they will be gathered.]

###### b. Task Analyses

The contractor shall analyze the way the visitors attempt to obtain information from the Web site.

###### c. OMB Clearance

The project officer shall work with the contractor to obtain clearance of the visitor survey by OMB. This must be obtained before the survey can be implemented. For more information, please go to the following Web page on NIH Generic OMB Clearance for Online Surveys:

<http://www.nih.gov/od/ocpl/resources/OMBClearance/BackgroundFAQ.htm>

### **5.1. Subtask 2CUsability Testing**

The contractor shall recruit user groups that reflect the demographics of the site visitors for usability testing purposes. Additional user groups might be required to represent high-priority subgroups in the visitor population. If this is so, the request will be sent to the contractor by the project officer through the contracting officer.

**[NOTE TO OFFERORS:** Please identify when you would conduct testing, what types of testing you would recommend at various steps in the redesign process, and what performance measurements you expect to use.]

The contractor shall perform usability testing on the current site to establish baseline performance data.

The contractor will be able to set up portable usability labs to perform tests at remote locations, if necessary, and also be able to take advantage of local usability lab space when available.

### **5.1. Subtask 3aCCurrent Site Analysis: Identification of Problems in Architecture and Taxonomy**

The contractor shall determine friction points (places on the site where visitors= performance slows) in both the general architecture and site taxonomy.

### **5.1 Subtask 3bCCurrent Site Analysis: Explore Modifications in Taxonomy to Address Problems Found in Architecture and Taxonomy (5.1 Subtask 3a).**

Using analytical tools, the contractor shall analyze the current information architecture and taxonomy of the site with the intention of modifying the existing structure to make it easier to use. This can include how the information is presented and how it is grouped.

**[NOTE TO OFFERORS:** Please identify the analytical tools that would be used in this step.]

### **5.1. Subtask 3cCCurrent Site Analysis: Search Engine Results**

The contractor shall explore the feasibility of incorporating in the new design features that will improve the site=s ranking on major search engines. (See 5.4, Outreach and Promotion)

### **5.1. Subtask 4CProposed Site Architecture**

Using data obtained in section 5.1 Subtasks 1-3, the contractor shall determine the extent of modification deemed necessary. The contractor shall then propose that specific modifications be made to the site, or that the site be completely redesigned. The modified structure or new architecture shall be subjected to the same tests as those used to establish baseline performance data. (see 5.1 Subtask 2).

The contractor shall identify changes to the links and format of the home page, identify changes to the high level information architecture (home page and level 1 menu pages), perform iterative usability testing of redesigned pages, and make additional modifications as needed, based on user feedback, to ensure changes improve performance.

The contractor shall identify changes to the links and format of lower level (2, 3, and 4 levels) menu pages, perform iterative usability testing of redesigned pages, and make additional modifications as needed, based on user feedback, to ensure changes improve performance.

The performance data from the new or modified site will be compared against the baseline data obtained at the beginning of the process. Suggestions for design changes, either minor modifications of the existing site, or major structural changes, will not be accepted unless the usability tests show, to the satisfaction of the Institute's technical staff, that visitor performance is improved.

The contractor shall make every attempt to retain the current server directory structure and file placement in order to cause minimum dislocation for visitors returning to the site using bookmarks, search engines, and external links.

The contractor shall ensure that the resulting site structure is open or flexible enough to incorporate new sub-sites or expand easily with new content. This is true for the home page as well as subsequent menu pages and structures.

The contractor shall try to incorporate elements in the new design (such as meta tags) that will improve the ranking of the NHLBI Web pages in commercial search engine results.

## **5.2 Graphics (Service Category 9)**

### **5.2.1 NHLBI Institute Site**

The contractor shall develop and implement new graphics to enhance and facilitate the modified format of the menu pages (based on or at least integrating the NHLBI logo), develop navigational aids, icons, graphics, and other graphical elements, as well as written design guidelines for the home page and for 3 to 4 menu levels below it. In addition, the contractor shall develop templates for menu page levels that include all the images, navigation icons, and content areas to be delivered at the end of the project.

The contractor shall design the home page and menu pages with the 30K limit in mind. The contractor shall develop at least two different design schemes for the home page and level 1 menus. The contractor will discuss general design ideas with the project officer before developing the graphics in detail to help to insure that they are consistent with the culture of the Institute.

The contractor shall ensure that the new graphic schemes and design reflect the results of usability testing as well as user preferences and performance. Graphics shall be based on research findings of user-oriented preferences, and shall also take into consideration issues of colorblindness. The final graphical design for the home page and menu levels will be subjected to usability testing to make sure the graphics are not distracting, and the functional graphics communicate clearly.

### **5.2.2 Additional Sub-sites**

In addition to the home page and menu pages, the contractor will develop graphic designs for sub-sites identified by the Institute, retaining the graphic uniqueness while integrating the new design elements. The extent of the redesign of the graphics of these pages will be decided in discussions with the project officer. For the purpose of this effort, these sites will only require some graphical modification. Additional sites may be discussed with the

contractor during performance. However, for the purposes of the proposal, the following sites should be considered:

(PLEASE NOTE: Redesigning the structure or content of these sites is beyond the scope of this project.)

TB Academic Award

<http://www.nhlbi.nih.gov/funding/training/tbaa/index.htm>

Nutrition Academic Award

<http://www.nhlbi.nih.gov/funding/training/naa/index.htm>

Aim for a Healthy Weight

[http://www.nhlbi.nih.gov/health/public/heart/obesity/lose\\_wt/index.htm](http://www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/index.htm)

BMI Calculator

<http://www.nhlbisupport.com/bmi/bmicalc.htm>

Hearts N= Parks

[http://www.nhlbi.nih.gov/health/prof/heart/obesity/hrt\\_n\\_pk/index.htm](http://www.nhlbi.nih.gov/health/prof/heart/obesity/hrt_n_pk/index.htm)

Palm OS Applications

<http://hin.nhlbi.nih.gov/palmapps.htm>

Healthbeat Radio

<http://www.healthbeatradio.net>

NHLBI Express

<http://www.nhlbi.nih.gov/public/index.htm>

Live Healthier, Live Longer

<http://www.nhlbi.nih.gov/chd/index.htm>

Health People 2010 Gateway

<http://hin.nhlbi.nih.gov/>

Asthma Management Model System

<http://www.nhlbisupport.com/asthma/index.html>

On-line Catalog

<http://email.nhlbihin.net/Default.asp?>

Latino Cardiovascular Health Resources

[http://www.nhlbi.nih.gov/health/prof/heart/latino/latin\\_pg.htm](http://www.nhlbi.nih.gov/health/prof/heart/latino/latin_pg.htm)

NHLBI Limited Access Data Sets

<http://www.nhlbi.nih.gov/resources/deca/default.htm>

Framingham Heart Study

<http://www.nhlbi.nih.gov/about/framingham/index.html>

Jackson Heart Study

<http://www.nhlbi.nih.gov/about/jackson/index.htm>



The PULSE Workshop  
<http://www.nhlbi.nih.gov/meetings/pulse/documents.htm>

Neurocognitive Changes Following Cardiac Surgery  
<http://www.nhlbi.nih.gov/meetings/workshops/neurocog/index.htm>

**[NOTE TO OFFERORS:** In addition, the offerors will discuss the feasibility and desirability of creating a second set of graphics to be used in 12 to 18 months by the Web coordinator to refresh the look of the Web site.]

Upon completion, all the graphics shall become the property of the NHLBI, and a complete set of files will be delivered, including the the pre- and post-imaging files as well as the development files (which contain image layers used in developing the final Web images, such as Photoshop files, with the extension .psd).

If proprietary graphics are used, licensing rights shall be obtained that will allow both governmental and public use.

### **5.3 Usability Testing of Architecture and Graphics Together**

The contractor shall test together the architecture and graphical interface after they have been developed and tested separately, to ensure that improved performance is sustained when both elements are combined.

### **5.4 Web Design, Development and Management (Service Category 14)**

When the contractor has conducted usability testing on the proposed architecture, the proposed graphics, and both together, the contractor shall contact the contracting officer and project officer. The communication shall include test results and links to proposed pages on the project status site. The mock-ups shall contain examples of each menu level, as well as the home page. Other graphical elements shall be available as Web pages or in mock-ups.

The project officer, contracting officer, and technical evaluation panel will review and approve the final design or suggest additional modifications, if required. After all designs and modifications are accepted, the contracting officer shall contact the contractor by e-mail, thereby triggering the development of the new Web site.

The contractor shall provide the following Web design and development services:

#### **5.4 Subtask 1CConstruct the New Site**

The contractor shall then construct the new Web site and assist in the transfer and launching of the new site.

The contractor shall set up an internal site on a Unix box using Linux 7.2 and Apache/1.3.19 (Unix) (Red-Hat/Linux) on which to build the new site, to mimic the live site environment as closely as possible. The project officer will notify the contractor of any updates that the Institute makes to the Web servers.

The NHLBI shall make a development server available at the end of the process. The contractor shall assist in making the transition to the new site, including any updating that may be necessary to pages due to page addition, modification, or growth that takes place during the final site development and implementation stages.

- a. All Web pages designed or modified under this contract shall meet the requirements of Section 508 of the Rehabilitation Act. More information is available on the Web at: <http://www.access-board.gov/sec508/guide/1194.22.htm#Back>
- b. All Web pages will be designed for Netscape and Internet Explorer browsers, on both PCs and Macs. The specific information (browser versions) will be provided to the contractor by the project officer.
- c. All Web pages will conform to design guidelines as specified by the Web coordinator. Existing guidelines will provide a basic understanding of the requirements and can be used in conjunction with the guidelines posted on NCI's Usability.gov Web site (<http://usability.gov/>). An updated version of the NHLBI guidelines will be provided by the project officer after the award is made

**[NOTE TO OFFERORS:** A current version of the design guide is available upon request from the project officer.]

#### **5.4 Subtask 2CExit Web Space Page**

For links leaving the NHLBI Web site, the contractor will develop a template that uses a script to create an exit page. This page will inform visitors that they are leaving the NHLBI Web site, and that the new site may not have the same privacy, security, and accessibility policies as the NHLBI. The page will contain a hyperlink to allow the visitors to go there directly, and will also be timed for automatic transfer. The basic script for the page is to be provided by the NHLBI.

#### **5.4 Subtask 3CDocumentation**

The contractor shall develop documentation of all related systems and processes. The contractor shall surrender all materials, including graphics, to the NHLBI at the end of the redesign process.

#### **5.5 Outreach/Promotion (Service Category 5)**

The offeror shall propose options and strategies to improve NHLBI's ranking in the list of results of major Web search engines.

When the site is launched, the contractor will send an e-mail blast to all organizations associated with NHLBI to point out new features of the Web site.

#### **5.6 Recommendations for Future Guidelines and Development**

At the end of the project, the contractor will work with the Web coordinator and other institute staff to develop a style guide for the development of single pages as well as small sub-sites that will include templates as well as specific graphical elements. The guidelines for the creation of new pages and sub-sites will enable the new pages to retain identification with the site while allowing for creativity.

## 6. Reporting Requirements

The contractor is expected to work closely with the NHLBI Web coordinator in the development and finalization of all guides, schedules, plans, and deliverables. The contractor shall provide reports at the beginning of each month summarizing key activities that were completed or in progress during the preceding month. This report shall include the amount of money expended to date and money remaining by task.

The contractor will meet with representatives of the NHLBI roughly twice a month. It is expected that the meeting at the beginning of the month will be conducted face-to-face; the mid-month meeting will probably be conducted via a conference call, and use e-mail and the Web (teleconferencing will be considered). The contractor will provide brief summaries of progress at meetings that do not correspond to the issuance of the monthly reports. The frequency of meetings may change during different stages of the project, based on the Institute=s needs.

In the first two weeks, the contractor will also develop a low-overhead project status site, which will serve as the central communication area for the entire project. This will be a simple site without animation, and with a minimum of graphics that will be easy to set up and easy to maintain. The site should be protected by username and password (and IP screening, if feasible). It will contain sections for administration (e.g., contact information, approved documentation, schedules and updates, deliverables and task schedules), design (e.g., screen schematics and illustrations), and pre-production mock-ups (e.g., prototypes click-throughs, working HTML demos). The reports and update summaries will be posted (word processor files are OK). The site should contain a robots exclusion file and pages should contain the noindex, nofollow meta tags.

## 7. Contract TypeC Firm-Fixed-Price

## 8. Place of PerformanceC The work will be performed at the contractor=s site.

## 9. Period of PerformanceC 06/04/2002-02/03/2003 (8 months)

## 10. Deliverables/Delivery Schedule:

Satisfactory performance of the final contract shall be deemed to occur upon delivery and acceptance by the contracting officer, or the duly authorized representative, of the following items in accordance with the stated delivery schedule:

- a. The items specified below as described in the Statement of Work as set forth in FAR 52.247-35, F.O.B. DESTINATION, WITHIN CONSIGNEE=S PREMISES (April 1984), and in accordance with and by the date(s) specified below:

Item	Description	Quantity	Delivery Schedule
(a)	User Profiles, including surveys, questionnaires, results, and analyses	1 copy of each, as described in Section 5 of the Statement of Work	(To be proposed by contractor)
(b)	Usability Test Results, including videos, questionnaires, results, and analyses	1 copy of each, as described in Section 5 of the Statement of Work	(To be proposed by contractor)

Item	Description	Quantity	Delivery Schedule
(c)	Reports and Project Status Site	As described in Section 6 of the Statement of Work	2 weeks after contract initiation
(d)	Graphics Services	1 copy of each, as described in Section 5 of the Statement of Work	(To be proposed by contractor)
(e)	Development of New Site	As described in Section 5 of the Statement of Work	(To be proposed by contractor)
(f)	Documentation: results of usability tests on final site compared to initial site	1 copy of each, as described in Section 5 of the Statement of Work	(To be proposed by contractor)
(g)	Documentation: user guides	1 copy of each, as described in Section 5 of the Statement of Work	At the end of the project.
(h)	Outreach and Promotion	As described in Section 5 of the Statement of Work	(To be proposed by contractor)

b. The above items shall be addressed and delivered to:

<u>Address</u>	<u>Delivery Item Number</u>	<u>Quantity</u>
Mark Malamud, COTR Office of Science and Technology National Heart, Lung, and Blood Institute Building 31, Room 5A03 31 CENTER DR MSC 2482 BETHESDA MD 20892-2482	(a), (b), (c), (d), (e), (f), (g), and (h)	One (1)

## 11. Government Furnished Equipment (GFE)/Government Furnished Information (GFI)

The Government does not plan to supply any materials, equipment, or facilities other than Web content, guidelines, the script for the exit pages, and access to the resident server for survey and final installation.

The following will be provided if requested: datafiles from the in-house card sorting exercises using IBM's card sorting program, EZSort; assistance in posting surveys for the gathering of demographic and task analysis data; and server log files. Please note that the access to the server logs is contingent on the contractor's agreement with the Institute's privacy policies. These include assurances that:

- § the data will be used solely for analysis of the NHLBI Web site traffic
- § the results of this analysis will be shared only with the NHLBI staff
- § these data and all other data related to Web site traffic will be turned over to the NHLBI upon completion of the contract

- \$ all copies of these files and any other site traffic related data in the possession of the contractor will be deleted upon completion of the contract
- \$ there will be no attempt whatsoever to link any of these data to specific individuals

## **12. Packaging, Packing, and Shipping Instructions**

The contractor shall ensure that all items are preserved, packaged, packed and marked in accordance with best commercial practices to meet the packing requirements of the carrier and to ensure safe and timely delivery at the intended destination. All data and correspondence submitted shall reference:

- (1) The Task Order Authorization Number
- (2) The NITAAC Tracking Number
- (3) The government end user agency
- (4) The name of the COTR

Containers shall be clearly marked as follows:

- (a) Name of contractor
- (b) The Task Order Authorization Number
- (c) The NITAAC Tracking Number
- (d) Description of items contained therein
- (e) Consignee's name and address

## **13. Inspection and Acceptance Criteria**

Final inspection and acceptance of all work performed, reports, and other deliverables will be performed at the place of delivery.

## **14. Accounting and Appropriation Data**

This requirement is included in our FY 2002 contract plan. Funds are presently available for this obligation. The account number for funds shall be C.A.N. 2-8324111.

## **15. Other Pertinent Information or Special Considerations**

### **a. Travel**

Contractor personnel shall travel to NIH locations both on and off the main NIH facility at 9000 Rockville Pike. Contract staff shall not be compensated for use of personal vehicle if use of the NIH shuttle bus is feasible. Compensation for use of a personal vehicle is reasonable when it is necessary to move critical items between work locations which cannot be carried on the shuttle bus or for work performed when no shuttle service is available. All personal vehicle use must be documented and reported to the COTR. [Note: When personal vehicles are used to transport Government property, the contractor assumes responsibility for replacement cost due to damage or theft of Government property during transport.]

**[NOTE TO OFFERORS:** For estimating purposes, calculate travel for 7 meetings at NIH.]

## **16. Post-Award Administration**

Contractor performance will be monitored in accordance with the Task Order Management Plan and by review of Monthly Status Reports. Daily and on-going performance will be monitored by telephone, e-mail, and face-to-face communications, and by use of the reports and project status site. A Past Performance Evaluation will be completed annually and at the end of the task, which is anticipated to require eight months of performance.

## **17. Evaluation Criteria**

The contractor=s proposal shall be evaluated in accordance with the following criteria:

### **a. (40 pts) Technical/Management Approach**

Offerors are to provide a written proposal demonstrating an understanding of the task order requirements through a comprehensive description of the proposed approach, and the scheduling and assignment of tasks to experienced personnel. The proposed approach to required subtasks clarity and timeliness of proposed delivery schedules shall be considered under this criterion.

The offeror shall summarize the relevant experience and skills of each of the individuals proposed for the task order and subcontractor staff, if applicable. The summaries, which shall not exceed a quarter page, should highlight experience such as user interface design, Web production and technology, evaluation design and methodology, experience with the proposed technical approach and experience designing, building, testing, evaluating, and maintaining Web sites, especially health-related Web sites. The summaries are in lieu of full-length resumés.

### **b. (30 pts) Research-Based Best Practices**

Proposals should include references and brief summaries of Web Page Usability Best Practices based on studies previously performed.

### **c. (15 pts) Corporate Experience**

Offerors are to provide quarter page descriptions of no more than four projects demonstrating the contractor's ability to execute the proposed technical approach and/or the offeror's experience with Web design.

Selection will be based, in part, on previous experience and performance, and customer satisfaction.

### **d. (15 pts) Cost/Price**

While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

Offerors are advised that award will be made to that offeror whose proposal provides the best overall value to the Government.

The Government intends to evaluate proposals and award a contract after conducting discussions with offerors whose proposals have been determined to be within the competitive range. In addition, offerors in the competitive range may be asked to make oral presentations. If the contracting officer determines that the number of proposals that would otherwise be in the competitive range exceeds the number at which an efficient competition can be conducted, the contracting officer may limit the number of proposals in the competitive range to the greatest number that will permit an efficient competition among the most highly rated proposals. Therefore, the offeror's initial proposal should contain the offeror's best terms from a price and technical standpoint.

## **18. References**

NHLBI Web Guidelines (to be provided)

National Cancer Institute=s Usability Web Site: <http://usability.gov>

Section 508 of the Rehabilitation Act requirements for new Web pages:  
<http://www.access-board.gov/sec508/guide/1194.22.htm#Back>

IBM=s card sorting program, EZSort (beta release):  
[http://www-3.ibm.com/ibm/easy/eou\\_ext.nsf/Publish/410](http://www-3.ibm.com/ibm/easy/eou_ext.nsf/Publish/410)

NIH Generic OMB Clearance for Online Surveys:  
<http://www.nih.gov/od/ocpl/resources/OMBClearance/BackgroundFAQ.htm>